

SECTION THREE:

Character District Guidelines

Section Three provides design guidelines for six areas identified in the Plan for Prosperity as having unique character. The types of context considerations and overall concepts that organize investment are also included. This section demonstrates how investment in these areas can be designed to contribute to the economic and qualitative success of Gardnerville.



Above:

Gardnerville has grown around its Old Town district expanding from a main street neighborhood to a post war suburb. Growing along US 395, the community now possesses a variety of districts with different character.

Introduction to Character District Guidelines

There are three important community design concepts that are reinforced in this section. These include:

- Gardnerville has areas that have unique design characteristics;
- Projects will fit into their context; and
- Design and organization of new projects have to reflect overall community design objectives.

Character Districts

Gardnerville's has definable sub-areas characterized by their size and location, existing development patterns, and predominate land uses. The Plan for Prosperity identifies six character areas and provides land use circulation and design policies for each. The design policies are used as "design principles" and

become the basis for design guidelines for each character area.

Guidelines: Responding to Past, Current and Future Context

The design guidelines use an approach that emphasizes understanding the past, current and future context for new investment. The Guidelines build on the best of the past while reflecting contemporary economic and design objectives for Gardnerville.

- **Past Context**—*Historic buildings, lot and block patterns*
- **Current Context**—*Desirable features to enhance and connect to and undesirable features to improve with reinvestment*
- **Future Context**—*Design concepts and policies identified in the Gardnerville plan for Prosperity*

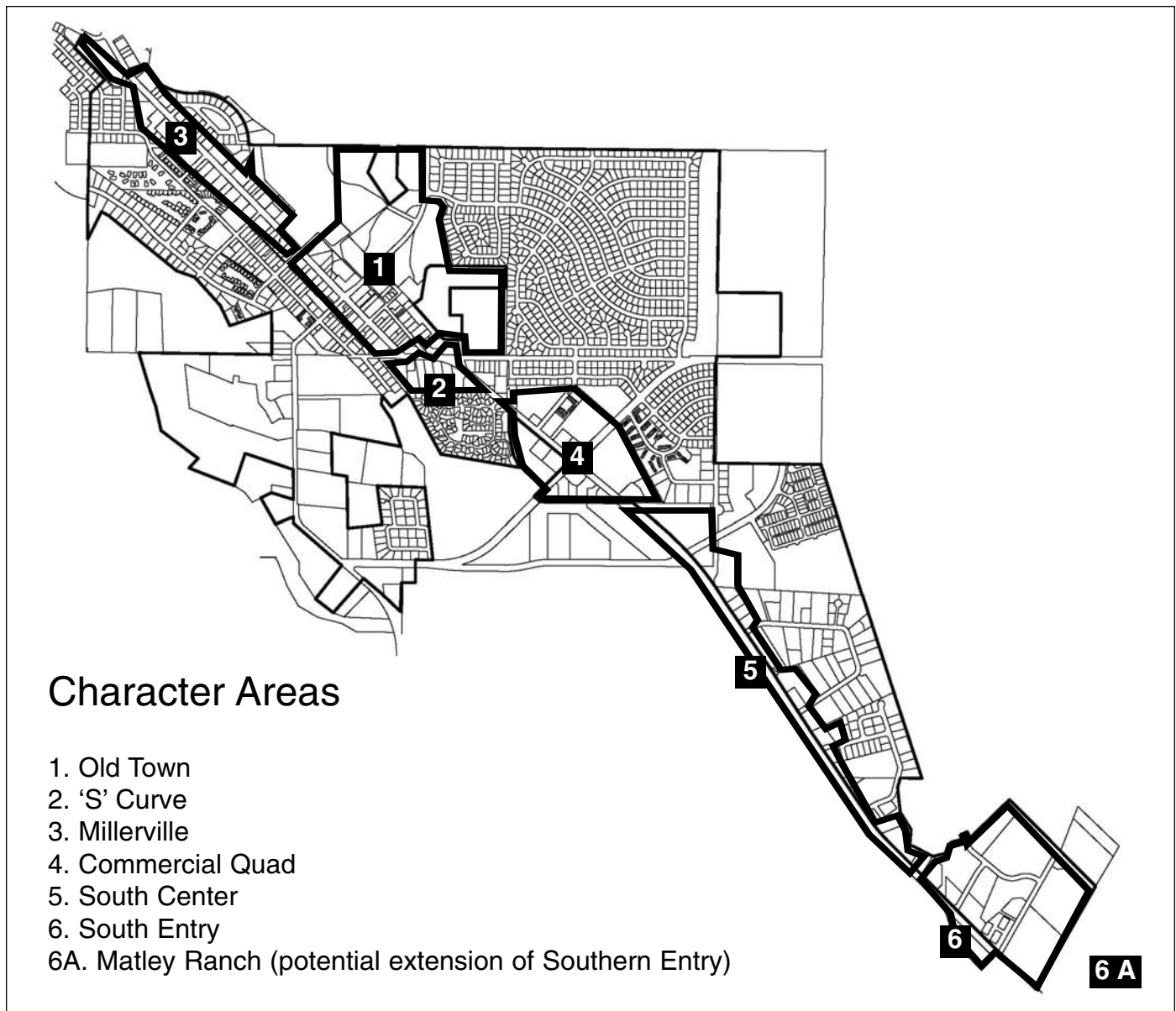
Urban Design Concepts

The Plan for Prosperity provides overall planning concepts for opportunity areas. The guidelines for character districts build upon these concepts identifying key site planning

and other design features. Leading concepts illustrate how individual projects contribute to Gardnerville's overall design.

Below:

This Map indicates the design character areas of the Plan for Prosperity. The Guidelines are organized to communicate design expectations for these areas.





Above:

- (1) Historic photograph of Gardnerville's Oddfellows Hall
- (2) Contemporary photo of the Oddfellows Hall
- (3) Example of a new building designed to fit into a two-story main street context. The Building:

- Steps back the third level to maintain a two-story elevation;
- Has a transparent ground floor storefront that faces the sidewalk;
- Has "punched" window openings in the upper floor; and
- Introduces an architectural bay element over the main building entry.

3.1 Old Town

Guiding Principle: New development should reflect the pedestrian scale, orientation and character of Gardnerville's traditional commercial, residential and mixed-use buildings.

Urban Design Concepts for Old Town

New investment is to revitalize Old Town Gardnerville into a pedestrian friendly traditional town center for the community. New projects have to be designed to coexist with commercial and residential uses. Soundwalls, blank walls, locating parking lots in front of buildings, and providing service access to buildings without regard of their impact on existing and future residents and tenants will be discouraged. Old Town has distinctive traditional and planned gateways, focal points and pedestrian linkages. Every new project will have to contribute to these design elements in Old Town.

Block and Lot Patterns

Old Town possesses a traditional pattern of blocks and lots that new development should fit within and emulate. The underlying pattern of lots creates an "Old Town cadence". The bay spacing and building widths are relatively narrow providing pedestrian-scaled walking edge and variety. New development should be developed in the block and lot "modules" familiar to traditional Gardnerville.

Gateways

There are two important gateway points in the Old Town character area. The 'S' Curve is the traditional point of arrival from the south. The Gardnerville Museum (historic school) is the traditional entry from

the north. New investment in these areas has to reinforce their role as gateways.

Focal Points

The intersection at Gilman and Main Street is Old Town's "number one corner". Hotels clustered here because it was a crossroad and arrival point. It was the traditional location for Gardnerville's substantial buildings. This location has important opportunity sites that should frame the intersection and activate it with ground floor commercial uses.

Heritage Park

Heritage Park is an important civic focal point and plays an important social role in the community. The park is surrounded by vacant development sites providing a unique opportunity in Carson Valley for activating a traditional town center public park.

The development of each edge will contribute to the quality of the park. Development on the north and south side of the park should spatially define and activate its edges. On the south, sites are part of Old Town's traditional commercial Main Street blocks. Multi-story buildings with commercial uses that face the park are planned for this area. These could also include residential uses.

The Plan for Prosperity identifies desirable uses, design character, and orientation of new development. On the north side are vacant sites that are planned as horizontal mixed-use developments. Retail uses are planned for the corner sites facing the park at Gilman. These corner sites should orient towards the park and enhance pedestrian connections to existing and future residential development along Gilman. The Balance of the northern edge can be

developed with residential uses that orient towards the park. This housing should differentiate itself from other suburban tract housing developed to the north. It should be more urban in character, potentially stacked-flats, townhouses or small-lot single-family with narrow side and front yard setbacks. Parking garages and driveways should not face the park but be accessed via a neighborhood alley system. A combination of two and three-story development would be allowed along Gilman and facing the park.

Pedestrian Connections

Old Town has been the traditional destination for a social walk and visit. In recent years traffic on US 395 has increased and road widening has impacted sidewalks. New development on Main Street still has to reinforce the pedestrian nature of the area in concert with the Town's efforts to add streetscaping and work with NDOT on traffic calming measures. In addition, the improvement of side street connections to Douglas Street's traditional residential neighborhood and new neighborhoods to the north is important. Streetscape improvements should enhance pedestrian connections while new development provides interest and orients towards the street. Parking lots, blank walls and other investment that does not enhanced connections will not be permitted on side streets. New buildings have to have a corner orientation.

Vehicular Access

In Old Town, development has traditionally been serviced via the alleys or through the front door. Main Street's traffic and lack of on-street parking no longer allows the front door service. Therefore, the alley system for parking lot access and service is important. Every project

that connects to the alleys has to support this system with connecting driveways, service access, and parking lots. The mid-block and rear parking system has to be reinforced by every new investment in Old Town. No parking garages or driveways should face on to Heritage Park.

Old Town Guidelines

DESIGN GOAL: New investment in Old Town should reflect its role as the historic core of the community with traditional street-oriented storefront buildings, narrow lots, pedestrian-scaled block pattern, and a mix of residential and commercial uses.

Site Connections

- Building entries should be located facing streets.
- Public streets and open spaces should be the primary means of visually and functionally connecting various buildings and development in Old Town.

Building Alignments and Orientation

- Commercial buildings should be aligned and orientated towards public streets.
- The ground floors of commercial and mixed-use buildings should have transparent storefronts that contribute to pedestrian connections.
- Building and landscape setbacks along public streets should provide an interconnected sidewalk system.
- Commercial buildings should have storefronts located along the sidewalk.
- Residential development should have front yards and porches oriented towards the street.

Streetscape and Landscape Design

- New development should implement the Town's streetscape mas-



Above:

This new infill mixed-use building is located on a corner. The building orients towards the intersection and sidewalks.



Above:

Old Town includes older historic residential blocks. New development located in or adjacent to these areas should step down in height and include design features that transition between residential and commercial buildings.



Above:

Heritage Park is an important civic amenity. Development facing the park should provide a well-defined and active edge. Commercial ground floor uses should be located along Gilman enhancing pedestrian connections to Old Town.

ter plan.

Roadway and Parking Lot Design

- Parking lots and driveways should be accessed by mid-block alleys rather than by individual curb cuts.
- Parking lots should be located in the middle of Main Street blocks, hidden behind buildings.

Response to Architectural Context

- New investment should reflect Old Town's variety of architectural styles.
- Storefront buildings should be either wood frame construction or brick with strong cornice lines and punched window openings.
- Commercial buildings should have flat roofs or gable roofs hidden

behind a parapet.

- Residential architecture should be varied, have porches facing the street, and locate parking at the rear of the site.

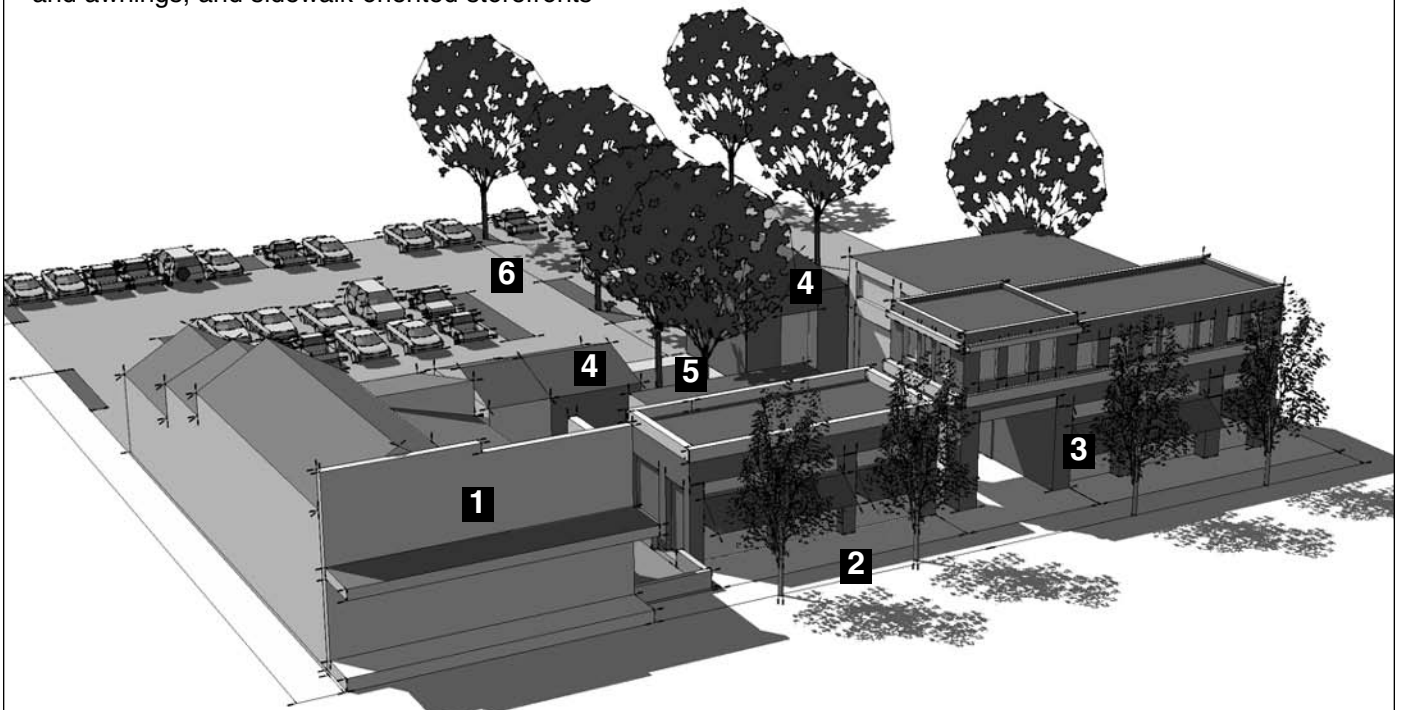
Signage Design

- Signs in Old Town should be mounted on buildings and work at the modest scale of the historic state highway (not large auto-oriented signage) and at the street level experience of a pedestrian.
- Window signs should be part of the overall graphic concept for the business and part of the pedestrian signage tradition.

Infill Mixed-use Building on Main Street

1. Existing historic storefront building
2. Continuation of streetscaping and wider sidewalk
3. Two-story facade, pedestrian-scaled bay spacing and awnings, and sidewalk-oriented storefronts

4. Retained and restored historic brick buildings
5. Court yards spaces
6. Shared parking access from alley with shade trees



3.2 'S' Curve

Guiding Principle: New development should incorporate historic buildings, hide parking and make a thematic esthetic connection to Old Town.

Urban Design Concepts for the 'S' Curve

The 'S' Curve is the traditional arrival point from the south for Gardnerville's Old Town. The Plan for Prosperity envisions mixed-use development that orients towards the street and the curve to reinforce the definition of the entry. It includes a corner plaza and a multi-story mixed-use building facing the curve. On the south is a horizontal mixed-use development that incorporates the historic house and uses it as an architectural reference for new development to barrow from. The concept also includes a small green as a focal point for the development.

Block and Lot Pattern

This area should be master planned as a mixed-use village that reflects traditional development in Old Town and Douglas Avenue. The north side of Main Street is a continuation of the historic block. On the south, new development should be organized around a small-scaled block pattern that orients new buildings towards small private streets. Architecturally, new townhouse residential development on the interior part of the 'S' Curve should be designed to reflect the scale and character of the historic homes on Douglas Avenue. The commercial frontage buildings should orient towards Main Street with parking at the rear or sides of the 'S' Curve area.

Gateways

The 'S Curve is a gateway for Old Town. Buildings on Main Street need to be designed to frame the entry at a civic scale. Every building should contribute to this objective. Landscaping, both along Main Street and internal streets and open spaces, should contribute to the sense of entry into Old Town.

Focal Points

The plaza on the north side of Main Street should provide a focal point for the 'S' Curve. Ground floor activity should face onto the plaza. A cafe or other type of use that can take advantage of its visibility. An outdoor space should be encouraged in this location. The streetscape and roadway concepts in the Plan for Prosperity also identify this visible location as an opportunity to include public art.

Pedestrian Connections

The orientation of development in the 'S' Curve should make walking between Old Town and traditional neighborhoods more comfortable. Landscaping and traffic calming concepts has to be an integral part of the design solution. Douglas Avenue needs to be part of the connections concept.

Vehicular Access

Vehicular access for the north side of the 'S' Curve can happen from Mission Street. On the south, Douglas Avenue can provide access for residential uses. A single shared access point should be planned for all the commercial uses on Main Street. An alley system should be provided for residential uses. No driveways or parking garages should face internal streets.



Above:

The 'S' Curve has terrific visibility due to the bend in the road where historic Main Street transitions into US 395 at Douglas and Toler. On the south side of US 395 area has a mix of historic buildings and nondescript post war commercial buildings. Commercial uses backup against a residential area. On the north side of Main Street are opportunity sites that will continue the storefronts to the 'S' Curve as part of a commercial block. This area faces a traditional residential block on Mission Street.

Right:

This site diagram of the 'S' Curve illustrates the types of uses, site planning and design features desired for the area.

(A) Infill commercial organized around a small commons and the existing historic house

(B) Multi-story mixed-use building with a plaza on the north side of the curve

(C) Small townhouse neighborhood located behind Main Street commercial buildings

Parking (P) would be located behind and adjacent to buildings.

'S' Curve Guidelines

DESIGN GOAL: New investment in the 'S' Curve should reinforce its role as an important point of arrival in Old Town.

Site Connections

- Building entries should be located facing streets.
- Public streets and open spaces should be the primary means of visually and functionally connecting various buildings and development in the future.

Building Alignments and Orientation

- As an extension of Old Town, commercial buildings should be aligned and orientated towards public streets.
- The ground floors of new buildings should match existing traditional commercial and mixed-use buildings where transparent storefronts contribute to pedestrian edges and connections.
- Building and landscape setbacks along Main Street should provide an interconnected sidewalk system. Commercial buildings should have storefronts and be located along the sidewalk.
- Residential development should have front yards and porches and be oriented towards the street.
- Housing should be oriented towards streets and open spaces. Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 traffic calming and streetscape concepts

for the area should remove the concrete wall in the road and extend Main Street's lighting and landscaping.

Roadway and Parking Lot Design

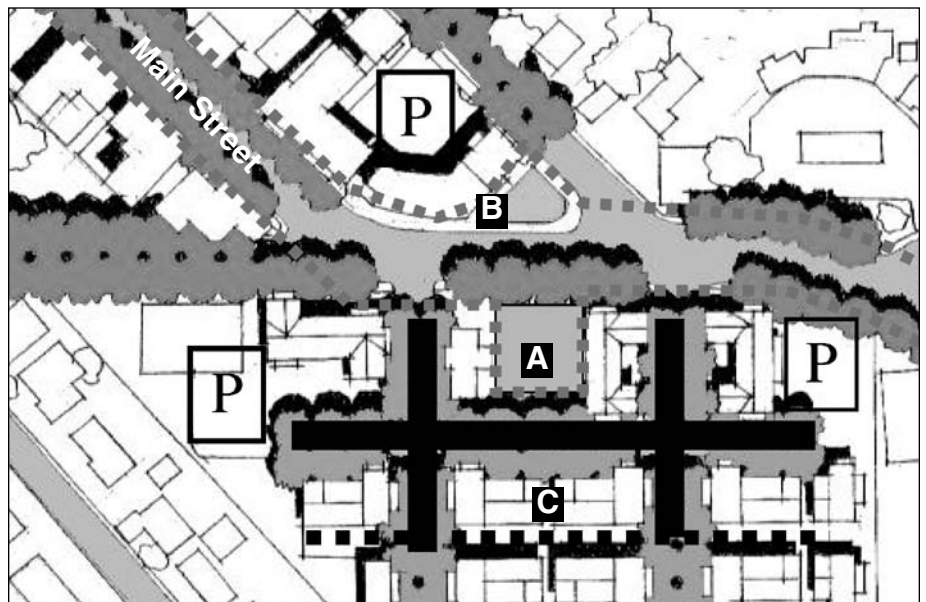
- Parking lots and driveways should be accessed by mid-block alleys rather than by individual curb cuts.
- Parking lots should be located in the middle of Main Street blocks, hidden behind buildings.

Response to Architectural Context

- New projects should feel as though they are part of Old Town.
- On the north of Main Street storefront buildings should be brick with strong cornice lines and punched window openings. Commercial buildings should have flat roofs or gable roofs hidden behind a parapet.
- On the south side, residential architecture should have gable roofs with an emphasis on porches facing the street with parking at the rear of the site.

Signage Design

- Signs in the 'S' Curve area should be similar to Old Town. They should be mounted on buildings and work at the modest scale of the historic state highway (rather than possess large auto-oriented signs) as well as part of the pedestrian experience.
- Window signs should be part of the overall graphic concept for the business and part of the pedestrian signage tradition.



'S' Curve Guidelines

3.3 Millerville

Guiding Principle: Site planning and building design should reflect the traditional character of Gardnerville's adjacent commercial and residential areas.

Urban Design Concepts for Millerville

Millerville is a mixed-commercial area that connects Minden and Gardnerville. Design concepts for this area primarily enhance this by placing buildings facing the street and improving pedestrian and auto connections between them.

Block and Lot Pattern

The Millerville character area has residential and traditional scale blocks and lots in contiguous areas of Old Town, Douglas Avenue and Gardner Circle. The design concepts for this area should emulate the scale and pattern of these adjacent areas to enhance the continuity and image of between Minden and Gardnerville.

Gateways

The west entry into Gardnerville is located near Church Street. Development in this area should reinforce the town's gateway. Development site planning, building orientation and streetscape should

work together to frame an entry on both sides of US 395.

Focal Points and Pedestrian Connections

The Plan for Prosperity identifies crosswalks at Church, Centertown, Mill and High School Streets. These streets are important pedestrian connections along US 395. In these locations buildings need to "turn the corner" providing street edges that make walking comfortable and interesting. The strong corner orientation of buildings in these locations can also provide focal points and definition to the otherwise long stretch of commercial development. A traffic signal is proposed in the Plan for the Mill Street and US 395 intersection. This will provide a safe place to cross and connect neighborhoods to the south to commercial and open space on the north side of US 395.

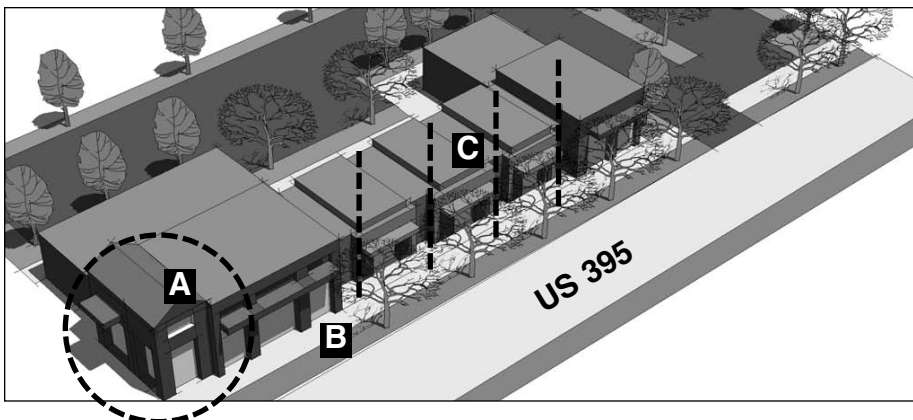
Vehicular Access

New development in Millerville should reduce the amount of curb cuts and improve pedestrian safety along US 395. Development on the south side of US 395 west of Mill Street has alley access. The alley can be access via side streets reducing the need for curb cuts. Other sites should be accessed by side streets and share curb cuts where possible.



Above:

Millerville is a mixed-commercial area between Minden and Gardnerville. It has a variety of uses and site conditions. Historic houses are located along US 395 in the portions near Old Town. This area backs up against traditional residential areas on the south side along Douglas and on the north side by Gardner Circle. Some areas on the north side of US 395 have views and access to protected open space.



Left:

This site is located at the Minden-Gardnerville boarder. New development here should contribute to a gateway statement for the community.

(A) Architectural gateway feature facing crosswalk and town boundary

(B) Storefronts align with sidewalk edge, continuation of streetscape

(C) Building massing broken into distinctive modules/bays



Above:

This row of new buildings face a four lane street providing a continuous walking edge and parking located at the rear of the site.

Millerville Guidelines

DESIGN GOAL: New development should contribute to the continuity of commercial activity and pedestrian connections along US 395.

Site Connections

- New investment should connect to adjacent development to make it easier to walk and drive between businesses.

Building Alignments and Orientation

- New commercial development should be located at the edge of the sidewalk along US 395.
- Building entries and storefronts should face the sidewalk.
- Parking should be located at the rear or side of the building.

Streetscape and Landscape Design

- The US 395 traffic calming and streetscape concepts for the area should extend Main Street's lighting and landscaping.
- On-site landscaping should reflect the Town's streetscape improvements providing similar quality lighting and landscaping.

Roadway and Parking Lot Design

- New investment should combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- New buildings adjacent to traditional residential buildings (even when they have been converted to commercial uses) should reflect their massing and orientation.
- New investment should emulate the architectural elements the scale of historic buildings.
- Larger commercial buildings should be developed in "modules" of the traditional buildings, reflecting their scale.

Signage Design

- Millerville signage should work at the modest scale of the historic state highway (not large auto-oriented signs) as well as be part of the pedestrian experience.
- Pole signs are not allowed by code.

Right:

This site is located amid historic houses along US 395. Infill projects within this context should not tear down houses. Houses should be incorporated into the plans or relocated. The design of new projects should reflect the siting, scale and architectural character of the historic buildings.

(A) Restored historic house

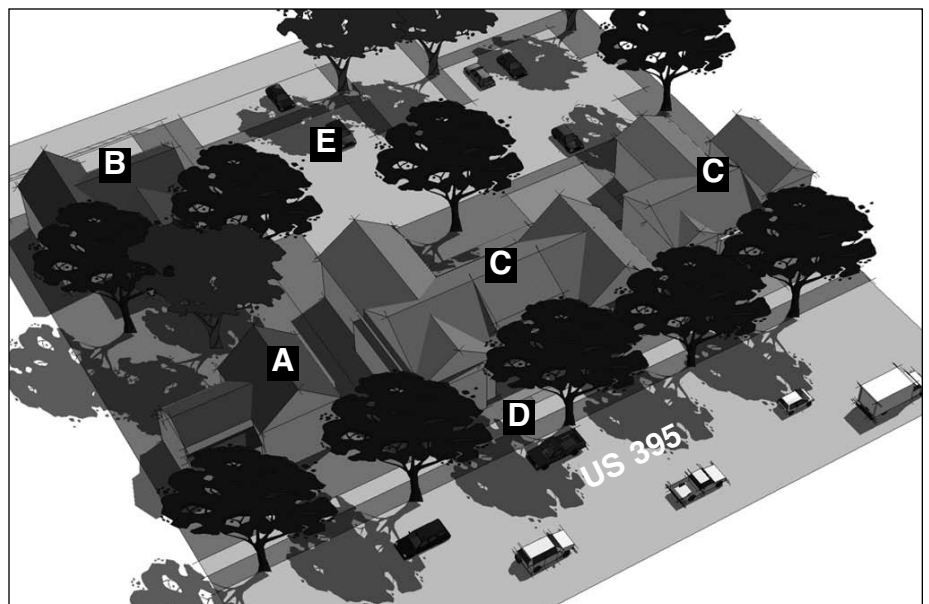
(B) Relocated house

(C) New buildings with:

- Residential scale roofs and massing
- Street-oriented entries/porches

(D) Shallow front yard setback similar to existing houses

(E) Shared parking located at the rear of the site accessed from alley with canopy shade trees



3.4 Commercial Quad

Guiding Principle: New development in the Commercial Quad area should contribute to the overall character of the district as a convenient and comfortable shopping experience.

Commercial Quad Urban Design Concepts

The overall goal for the Commercial Quad area is to improve its position in the market by making future investment and reinvestment enhancements image and performance as a coherent auto-oriented shopping destination for the larger community.

Block and Lot Pattern

The block and lot pattern of the Commercial Quad area reflects its roots as a post war auto-oriented shopping center making visibility of tenants and maximizing parking as a top priority. The Plan for Prosperity stresses site planning approaches that emulates block and lot patterns found in traditional portions of Gardnerville. This includes treating driveways like internal streets with sidewalks and landscaping, pushing future development to the street edge and towards corners (with storefronts), and connecting storefronts.

Gateways and Focal Points

Waterloo and US 395 is an important intersection from a traffic and circulation standpoint and as a vehicular entry for Gardnerville from the east and west. The Plan for Prosperity identifies the intersection as a focal. A combination of building orientation, streetscaping and signage should reinforce this urban design concept.

Pedestrian Connections

Future investment in the Commercial Quad area should add organizational features that improve internal and external walking connections. Alignment of storefronts, adding sidewalks, and the orientation of new buildings should increase the accessibility of the area to pedestrians and make it more comfortable and safer for patrons once they get out of their cars.

Vehicular Access

As in other areas, combining curb cuts and connecting driveways should be a goal of every new investment and reinvestment in the Commercial Quad. Over time, new projects should help transform the area into a more coherent shopping destination that feels like and performs as one place.

Commercial Quad Guidelines

DESIGN GOAL: New investment should reinforce the Commercial Quad as a single contemporary community-shopping destination.

Site Connections

- Commercial buildings should be planned, designed and retrofitted to improve pedestrian and parking access connections.
- New investment should connect to adjacent development making it easier to walk and drive between businesses.

Building Alignments and Orientation

- New buildings should align with existing storefronts and street edges to enhance internal pedestrian connections and links to surrounding areas.

Streetscape and Landscape Design

- Streetscape concepts for US 395 should include a planting that results in a large-scale tree canopy to strengthen the image



Above:

The Commercial Quad is an important community intersection that has become the primary auto-oriented commercial service address for Gardnerville. It has grocery stores, service commercial uses, and franchise restaurants. The Plan for Prosperity emphasizes enhancing this economic role and improving the connections between existing and future development.



Above:

This new shopping center orients pad buildings towards the corner with a small plaza and storefronts.

and identity.

- New site development should include landscaping that improves the pedestrian environments within the auto-oriented Commercial Quad area.

Roadway and Parking Lot Design

- Future reinvestment in the Commercial Quad's existing parking lots and driveways should connect large anchors, shops and pads.
- New investment, renovation and new buildings, should combine and consolidate curb cuts and provide connected parking and sidewalk areas between parcels and buildings to allow for improved

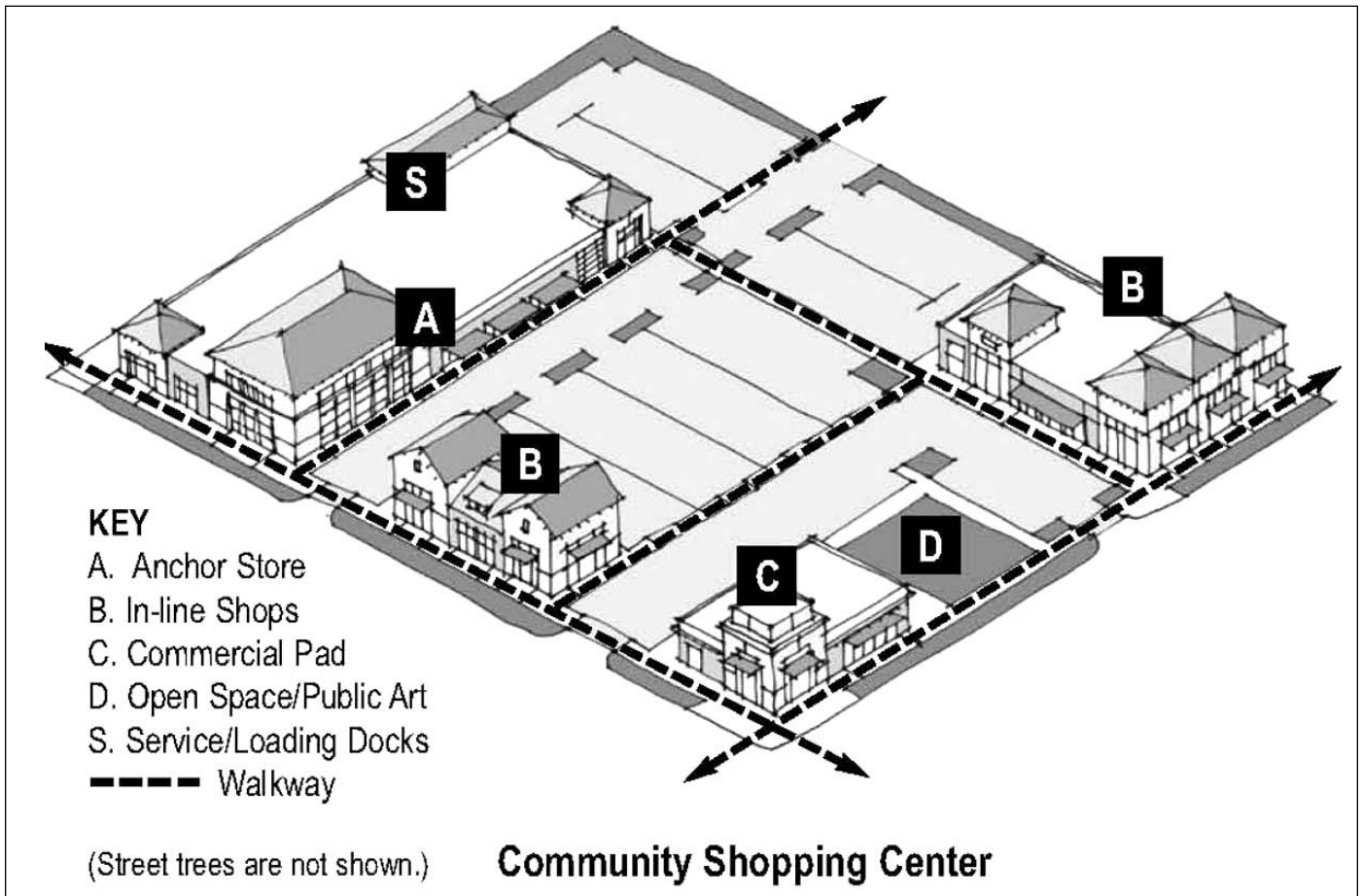
pedestrian and traffic safety.

Response to Architectural Context

- New buildings in the Commercial Quad should set the tone in for future reinvestment in existing buildings.
- Over time, regional materials and response to the Carson Valley climate should be expressed in the renovation of existing buildings.

Signage Design

- The Commercial Quad should have an overall graphic identity and wayfinding approach to signage found in successful managed shopping centers and districts.



3.5 South-Central

Guiding Principle: New development should be orient towards the street, hide parking, provide connected walking edges and respond to visibility created by the bend in US 395.

South-Central Urban Design Concepts

The South-Central part of Gardnerville has some of the biggest image challenges and opportunities. It has older commercial and industrial development and important vacant opportunity sites. Every new commercial project in this area should orient towards US 395 and great views to the west while connecting to adjacent areas.

Block and Lot Patterns

New investment in the South-Central character area should emulate Gardnerville's traditional scale. Residential blocks in the Stodick Parkway identified in the Plan for Prosperity area should organize and connect to US 395 commercial frontage. In other US 395 areas, the spacing between (shared) driveway access and building frontage should also reflect a walkable block size and pattern.

Gateways and Focal Points

The Plan for Prosperity identifies three locations for future signalized intersections—Stodick Parkway, Industrial and Service. These intersections create pauses along the long stretch of US 395 and are gateways to development areas to the east of the highway. The urban design concept for South-Central Gardnerville makes the most out of these “places along the highway” by orienting commercial projects towards the intersection welcoming entries into mixed-use and commercial developments.

Pedestrian Connections

Urban design concepts for this area stress two types important pedestrian connections. The first is to develop continuity between parcels facing the highway. The second is to make walkable relationships between commercial frontage and adjacent residential and commercial areas. The Roadway Concepts in the Plan provide for a continuous sidewalk along US 395.

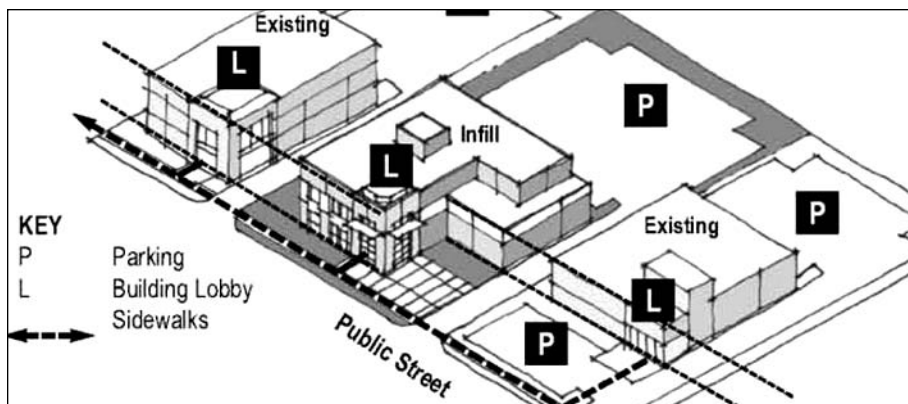
Vehicular Access

As in the Millerville and Commercial Quad areas, consolidating curb cuts and where possible using side streets for access is an important circulation concept for the South-Central part of Gardnerville.



Above:

South-Central Gardnerville includes a long stretch of US 395 from the Commercial Quad and South Gateway character areas. South-Central has little architectural context that new development can reference. The area is zoned for commercial and industrial uses. It has permanently protected open space located on the west side of US 395 with great view of the valley floor and mountains. To the east, the lands include emerging neighborhoods and Receiving Areas. The Plan for Prosperity emphasizes enhancing the connections and integration of new development on US 395 frontage and contiguous areas.



Left:

This diagram shows how new commercial buildings along a major road are oriented towards the street. In cases where they are located next to a building that has parking in front, they step back along one edge to align with the existing buildings.



Above:

These new commercial developments are built along arterials and have front yard setbacks and parking located at the rear or next to the building.

South-Central Guidelines

DESIGN GOAL: New development should improve the travel experience and provide well-design and distinctive entries for existing and future neighborhoods and business centers along US 395.

Site Connections

- Parcels on US 395 should share access by combining curb cuts. Projects should also be planned to better connect parking and pedestrian facilities for adjoining parcels.
- The area located around Stodick Parkway should be planned as a gateway for contiguous residential neighborhoods.
- Retention basins should be designed as parks. New residential development should orient towards parks, activating their edges.
- New construction and renovation projects at the entries of industrial subdivisions should orient towards the corner improving its identity and image.
- Development of corner properties should improve pedestrian connections to neighborhoods.

Building Alignments and Orientation

- New development should align with existing buildings where they are not likely to change, or towards US 395 frontage with parking at the side or behind the building.
- Housing should be oriented towards streets and open spaces.
- Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 streetscape concepts for the South-Central area should introduce street trees and side-walks. Streetscaping should provide visual and access continuity along the highway.
- Landscaping of individual developments landscaping should increase pedestrian comfort and connections to adjacent areas.

Roadway and Parking Lot Design

- New investment should combine and consolidate curb cuts and provide connected parking.
- Sidewalks should be provided between parcels to allow for improved pedestrian and traffic safety.

Response to Architectural Context

- Larger projects should develop their own overall architectural concepts and image creating a sense of place.
- Smaller single projects should strive to achieve a higher quality design reflecting a future context of higher rent uses and becoming part of an emerging mixed-use address.

Signage Design

- Signs mounted on poles and buildings in South-Central Gardnerville are not allowed.
- The future context assumes signs will need to work at the modest scale of the historic state highway (rather than large auto-oriented signage) as well as part of the pedestrian experience.
- Pole signs are not allowed.

3.6 South Entry

Guiding Principle: New investment should create a gateway by clustering buildings and open spaces along US 395. Areas adjacent to US 395 should also have an internal system of open spaces framed by commercial and residential buildings.

South Gateway Urban Design Concepts

The South Gateway is to be more than a single point along the highway. It is a mixed-use district that may expand and grow over time. It is to be designed as a part of Gardnerville, not a separate suburban development. It is to be one of the Town's neighborhoods that welcomes you when arriving from the south.

Block and Lot Pattern

The South Gateway is to be developed in walkable and connected blocks with commercial uses located along the highway and residential and employment uses designed as pedestrian-oriented neighborhoods and campuses behind.

Gateways and Focal Points

The South Gateway is the entry to Gardnerville. Charlotte Way is the neighborhood entry for the Virginia Ranch Road development area. In the longer term, the Muller Parkway connection through the Virginia Ranch Specific Plan area and Matley Ranch (Receiving Area) will provide another opportunity to create a neighborhood entry and extend the South Gateway frontage along the highway. Anticipating this, the Plan for Prosperity identifies two future focal points with crosswalks and a traffic signal in the South Gateway. In addition, the Plan for Prosperity

includes internal focal points for new neighborhoods. Small parks will provide a physical and social feature.

Pedestrian Connections

As in the South-central area, connection along the highway frontage is important. In the South Gateway area, the development opportunity in contiguous Receiving Areas is quite large. The Plan stresses an internal street and pathway system for these areas that emphasizes pedestrian pace, scale and comfort. Smaller neighborhood park spaces should be compatible with a walking community and spaced within at least a 5 to 7 minute walk (approximately 6 blocks apart).

Vehicular Access

As in the Millerville, Commercial Quad, and South-Central areas, consolidating curb cuts and where possible using side streets for access is an important circulation concept. Internal streets should reflect the type of land use activities they support. Residential and neighborhood-serving commercial streets should be narrow with ample sidewalks.

South Entry Guidelines

DESIGN GOAL: New investment in the South Entry should set the tone for Gardnerville's image and travel experience.

Site Connections

- Existing and future planned developments comprised of multiple parcels in the South Gateway should be master planned to meet the design goals for the South Gateway.
- The medical center campus should be master planned with an integrated parking, transportation and a site plan solutions that connects buildings with pedestrian walkways and open spaces.

Below:

This example mixed-density infill project was developed on a former ranch. The historic farm buildings were integrated into the plan and used as an architectural reference for the new buildings.

(A) Townhouse streets

(B) Apartments frame site entry

(C) Historic farm buildings used as community center and located in park



Below:

The South Entry will set the tone for Gardnerville's image and travel experience. The South Gateway has a medical center and vacant land. The frontage of US 395 is zoned for General Commercial and backs-up on the east by Receiving Areas. On the west side of the highway is a shallow parcels zoned for General Commercial uses.

The diagram below illustrates commercial frontage (D), apartments (B) and townhouses (A) designed as a mixed-use neighborhood. A transit stop is included at the neighborhood entry (T).

- Future development the Receiving Areas should be planned as part of a larger pedestrian-friendly neighborhood.

Building Alignments and Orientation

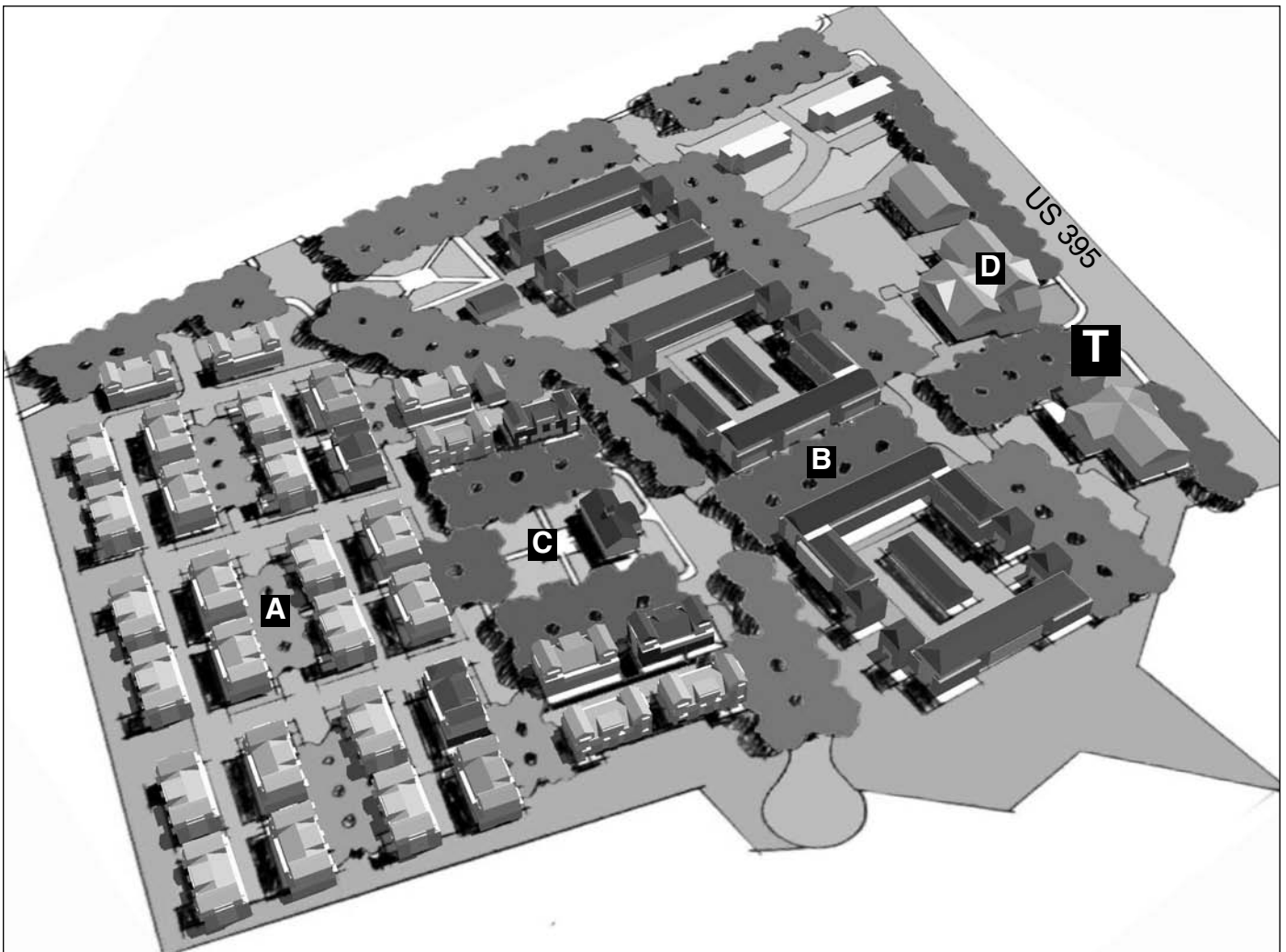
- Employment uses should be planned as a campus where buildings frame open spaces, orient towards views and cluster to enhance pedestrian movement between buildings and social interaction.
- Master planned projects should include street-oriented commercial buildings fronting US 395.
- Mixed-use neighborhoods and

campuses should have buildings that orient towards internal streets and open spaces providing a social and comfortable walking environment.

- Housing should be oriented towards streets and open spaces.
- Rear yard fence conditions along public streets should not be permitted.

Streetscape and Landscape Design

- The US 395 streetscape concepts for the South Gateway area should include a landscaped median, street trees and side-walks.



- Streetscaping should increase pedestrian comfort and connections to adjacent areas.
- Landscaping should provide visual continuity along the highway and internal streets.

Roadway and Parking Lot Design

- Parking lots in the South Gateway should be accessed by internal streets rather than US 395.
- New investment should continue to be access from internal streets, consolidate curb cuts, and provide connected parking and sidewalk areas between parcels.

Response to Architectural Context

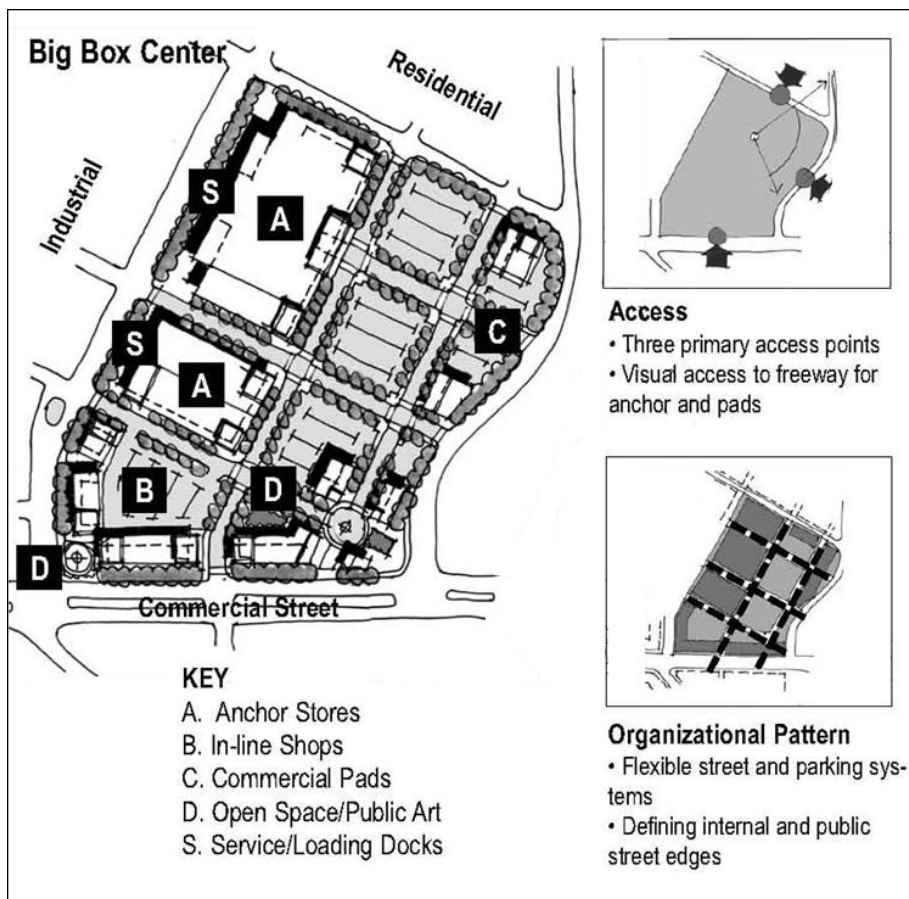
- Larger developments should include overall architectural concepts where each project contributes to creation of a mixed-use

neighborhood.

- New building design should respond to views, solar access, climate and orient towards public spaces and streets.
- If older farm houses are located on the site, they should be incorporated into the site plan.

Signage Design

- New signs signage should provide a graphic identity and wayfinding system for a mixed-use community.
- Signage should work at a modest automotive scale on the US 395 frontage and a pedestrian scale in internal streets.
- Pole signs are not allowed.



Left:

The Plan for Prosperity does not encourage large-scale commercial in the South Gateway. However, if a commercial center is located in the South Gateway, it should be planned and designed to fit into a residential neighborhood.

The Guidelines requires:

- Commercial uses located adjacent to non-residential land uses;
- The project be planned as part of the neighborhood street and block pattern;
- Development include deliberate pedestrian connections to the adjacent neighborhoods; and
- Pad and in-line shop buildings be located along the edges of the site.

Acknowledgements

Over 100 people participated in the development of objectives, policies and concepts that are the basis for the Gardnerville Plan for Prosperity. Their values and commitment to civic action to create a prosperous and livable community will be appreciated by future generations.



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County Staff

Heather Bovat, Senior Planner
Mimi Moss, Assistant Director, Community Development



Douglas County Planning Commission

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Nancy McDermid (Chair)
Matt KcKinney
Mike Olson
Margaret Pross
Rick Ross

Consultants

Bruce Race, FAIA, AICP
RACESTUDIO

Darin Dinsmore
Dinsmore Sierra, LLC



Plan for Prosperity Citizens Advisory Committee

Sandy Anderson
Lois Brooks
Rose Cook
Bernie Curtis
Dr. Stuart Drange
Dennis Freitas
Paul Gilbert
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